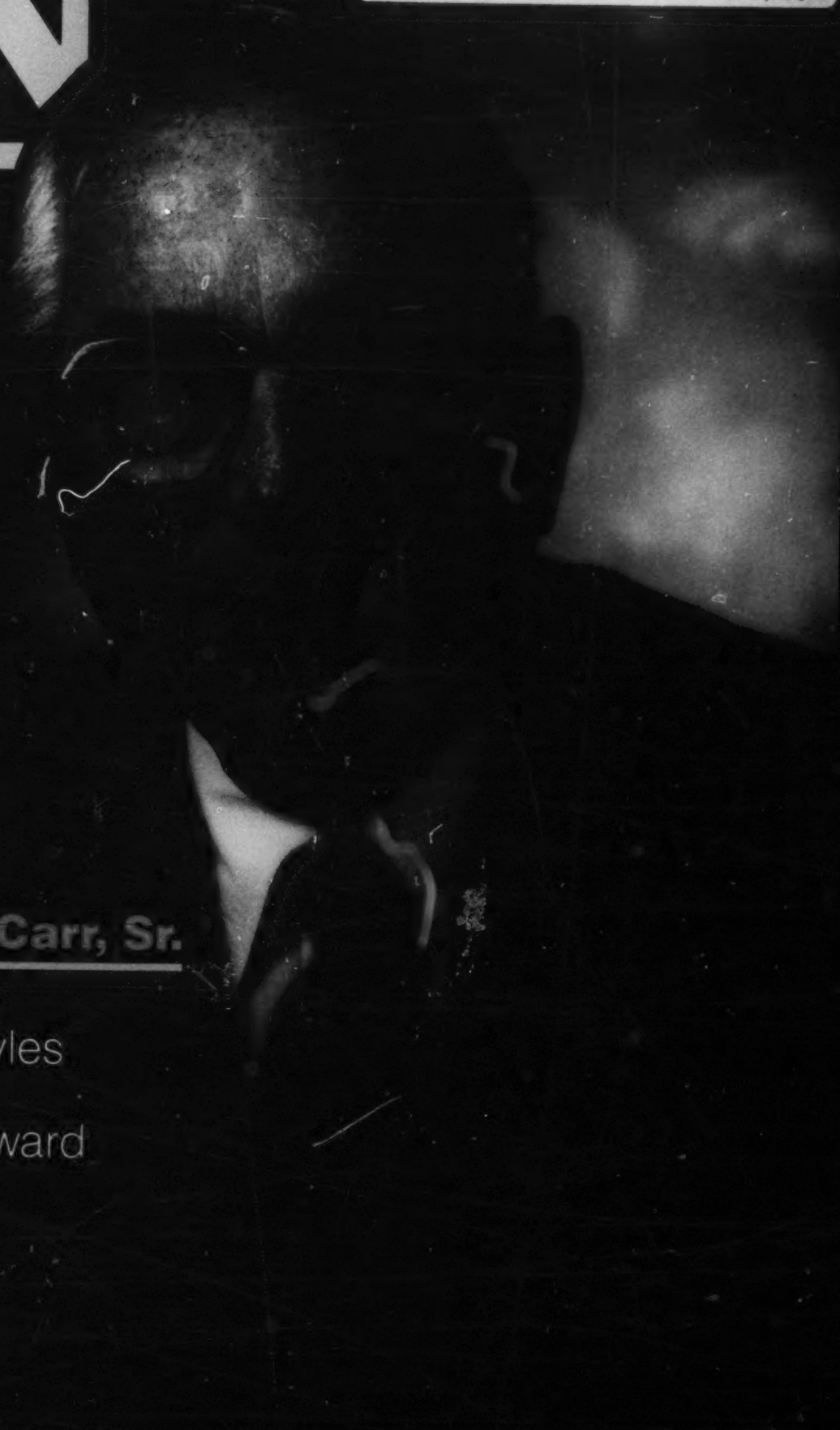




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Richard L. Carr, Sr.

Winner of the
Stanley O. Styles
Industry
Excellence Award



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Cover Photo: Wayne Book

Each year, Americans throw away more than a ton of waste per person, all of which must be collected and disposed of. A large portion of this waste stream is made up of paper and paperboard materials. According to the National Association of Recycling Industries, Inc. (NARI), only about 18 million tons (23%) of the nearly 75 million tons of the paperboard products manufactured or imported each year, are recycled or exported. Much of the balance is either landfilled or incinerated and lost forever as a raw material resource.

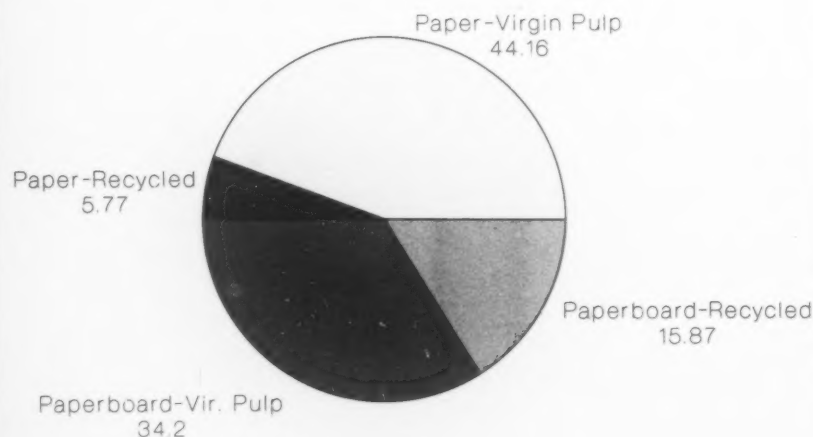
To collect and dispose of solid waste, it costs some U.S. cities as much as \$35 per ton. As landfill sites become scarcer,

RECYCLI

A Viable Alternative

Solid waste is becoming one of the nation's m economically. One solution to this problem is recycl

Recycled Materials in Paper and Paperboard Products



Figures shown are percentages of total paper and paperboard products.

costs will increase. Utilizing waste paper through recycling reduces the enormous solid waste burden, in terms of tax dollars saved as well as reducing the strain on landfills and incineration facilities.

Earth Care Paper Company

Recycled paper products are a part of everyday life. Books, checks, stationery, newspapers, plus thousands of other products are produced with recycled fibers. There are very few papers which cannot contain recycled material.

Earth Care Paper Co., Madison, WI, was opened six years ago by Carol and John Magee, who tried to buy recycled paper for their nature center's newsletter. They could only find companies which used recycled fibers and sold paper in bulk.

Realizing a need, the Magees started their company which offers a full range of products—including Earthnote Stationery, Earthnote Cards, holiday cards, pads, envelopes, gift wrap, computer papers, copy papers, business cards, etc.

"We started Earth Care Paper Company with the simple intent of giving people the opportunity to support the recycling of paper," says John Magee. "Consumer purchasing power can have a positive or negative effect on society and the environment. Each time a person chooses to purchase recycled paper (instead of non-recycled), it directly influences the amount of recycling which takes place."

The company markets its products to individuals, retailers, non-profit organi-

NG PAPER: in the Marketplace

*most serious concerns—environmentally and
ing, which helps reduce the enormous waste burden.*

zations and businesses through catalogs. About 30,000 catalogs are sent out each year, illustrating the full product line and including paper samples. In addition, facts and figures on recycling are found throughout the booklet. Earth Care Paper Company donates 10% of its profits to organizations working to solve environmental and social problems.

The company uses cellophane (100% plant fiber cellulose) for packaging cards and stationery. "Most of the stationery products you find in stores are packaged in plastic," explains John Magee. "Plastic is made from petroleum which is a non-renewable resource. Cellophane has the added benefit of being more transparent than most plastics, making our stationery products lovely gift items.

"We also offer cellulose food storage bags. Cellulose is an excellent material for the storage of food. Not only is it biodegradable, non-toxic and natural, it keeps food fresh and imparts no odors as plastic often does."

One of Earth Care Paper Company's most popular papers is Minimum Impact—a 100% recycled, light beige paper which isn't de-inked or bleached, so the clays and inks are incorporated into the new paper. This new manufacturing process differs from most other recycled papers by using less water, fewer chemicals and producing one-tenth as much solid waste.

According to NARI, there are many other products manufactured with recycled paper including corrugated boxes. The corrugated "medium"—the center fluted element—often is 100% recycled

material. The liners that encase the "medium" are also frequently made with a significant percentage of recycled fiber.

Many materials for home and industry are made from recycled paper including insulation, roofing paper, padding, sound-absorbing materials and construction wallboard. Kitchen and sanitary products—napkins, paper towels and toilet tissue—also may contain recycled products. Many brand name products have successfully used recycled materials for years while others have recently developed the technology. In fact, the federal government, as well as many state governmental agencies now specify recycled fiber in the products they buy. Another

*by Judith Brandt Fishkind
MN Staff Writer*

The Nation's Recycling Organizations

National Association of Recycling Industries, Inc. (NARI)

This Association, founded in 1913, is the most comprehensive organization in the recycling field. NARI is a leader in seeking opportunities for increasing the recycling of economically important raw materials.

Members in the U.S., Canada and abroad include processors, merchant-brokers, importer-exporters and industrial consumers of recycled paper, metals, textiles and rubber. NARI sponsors a range of industry educational programs on marketing, management, plant operations, technical affairs and legislative issues.

Through its public service programs, NARI helps to alert the national and international communities to the importance of recycling—to recover solid waste and conserve vital materials and energy resources.

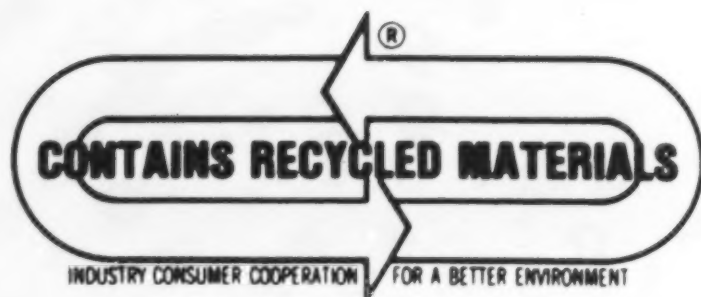
The Paper Stock Institute of America

A division of NARI, it has as its goal the increased recovery and use of recyclable paper. The Institute is made up of firms which purchase waste paper and process it into raw material suitable for consumption by various paper, paperboard, and construction products manufacturers.

The Institute's efforts are directed to providing information to the governmental, industrial and civic communities on the capabilities of recycled fibers and their role in helping resolve the growing solid waste problem. The Institute works to improve the quality of raw material stocks and to expand the recyclability of all types of paper waste.

The Paper Stock Consumers Division

This division, activated in 1972, provides representation to paper and paperboard mills which depend on recycled paper as a key element of their raw material furnish. The need to recycle more paper involves economic and technical factors which relate to both processors and consumers. Members represent a broad range of consumers and include manufacturers of nearly all types of paper products.



This symbol indicates that the product is made with a significant amount of recycled fiber. The symbol requires strict compliance with a minimum recycled content factor.

category which includes recycled products is combination boxboard—such as soap boxes, cereal boxes and shoe boxes. Combination boxboard is a paperboard product made with as much as 90 - 100% recycled fiber. The inner liner of gray colored board is recycled paper fiber.

From Waste Paper to New Paper Products

"Recycled paper has many desirable characteristics not found in other papers," according to John Magee. "Because the fibers are more conditioned the paper has greater flexibility, stands up better to humidity and temperature changes, has greater opacity, holds clay better and is easier to feed on printing presses than non-recycled papers."

What is the manufacturing process?

1. Waste paper enters the recycling stream as a new raw material and begins the transformation in the paper stock processing plant.
2. Paper is sorted and graded.
3. Baling the cleaned, grade paper stock in weights and sizes according to the paper mill's specifications.
4. Baled paper stock is warehoused.
5. Paper stock is transported.
6. Beating and cleaning is the first step in the manufacturer's recycling process. Fibers are bathed to remove any foreign matter.
7. Screening is next. Material is filtered to a uniform size by pumping the fibers through a series of huge screens. After cleaning, sorting and screening, the fi-

bers are ready to be formed into sheets of paper.

8. The paper mill line where white paper is formed into sheets. The recycled fibers are diluted with water, distributed on the surface of a continuous wire, and removed from the forming surface as a continuous sheet of paper. Now it will be dried and finished.

9. The finished roll is the final product of the paper mill. From here rolls are shipped to converters and other manufacturers who will make the finished consumer products.

10. Finished paper products have completed the cycle and can serve again as raw material for new recycled products.

Recycled Paper Product Myths

Attitudes about recycled paper products are changing but there are many myths:

- Products made from recycled materials are "not as good as" those made with virgin materials. According to NARI, recycled materials are processed and sold to manufacturers with the same or equivalent qualitative standards as those for virgin materials. Some recycled fibers have superior quality characteristics to some types of virgin fiber uses.
- Products made from recycled materials "cost more." Equivalent products (from virgin or recycled raw materials) are competitive in the marketplace. Several studies have shown that in comparing products of like quality, recycled products fare as well, if not better than,

virgin products (from a cost standpoint).

• Recycled materials are "hard to obtain." Every printer, paper merchant and stationery store has, or can, obtain such products.

Key to Effective Recycling

According to NARI, successful, effective recycling depends on economics. Waste paper will be recycled on a sustained basis if there is a demand for it by mills and converters. As the consumer demand for recycled paper and paperboard products grow, so will the recovery of greater quantities of waste paper. Paper recycling—which stretches our timber reserves—is an alternative to the increased use of trees. According to NARI, there have been repeated warnings about our forest limitations in the face of an annual paper production that will soon be 50% above present levels.

In addition, the use of recycled fiber in place of virgin material in manufacturing cuts energy costs dramatically—as high as 50%. The use of recycling fiber also means lower emission levels from the burning of oil, wood wastes and spent chemical processing liquors. Paper recycling also reduces air and water pollution.

According to NARI, recycling waste paper adds hundreds of millions of dollars to the national economy. Each additional ton of waste paper recycled saves money, whether it's through reduced tax expenditures or through the direct reduction of waste removal costs. It is a tax generating activity that replaces tax dollar expenditures.

What is preventing more paper recycling? Lack of consumer demand is the largest factor according to the E.P.A. and the American Paper Institute. "Recycling cannot solve the solid waste problem but it can substantially reduce it," says John Magee. "The demand is rising but there is still a long way to go."

For more information, contact NARI at 330 Madison Avenue, New York, NY 10017, 212-867-7330.